



# Holiday Facebook Marketing Ideas #1internetDay

Presenter: **Lace Llanora**, Vanilla Digital

# Hello, nice to meet you!



- 2004** - Started my first personal blog
- Involved in special interest online communities

**2005-2009**

- Graduated at De LaSalle University-Manila  
BS Commerce, Marketing Management
- Held positions as Marketing Communications Officer,  
Product Manager, and IT Operations Manager
- Started 3 more blogs on Fashion, Personal Finance, and  
Parenting

- 2011** - Focused on online community and social media  
management

Hello, nice to meet you!



**2013** - Co-founded **Vanilla Digital**, a start-up digital marketing firm with big dreams for social media in the Philippines



facebook.com/VanillaPH

# Pinoy Christmas!



**Nhey Em**

first day of simbang gabi 😊  
#putobumbong #bibingka — at Pasig Catholic Church



Like · Comment · Share · 8 hours ago in Pasig · 🌐

👍 11 people like this.



**Efraim Mallare**

9 DAYS TO GO! #lastsaturday #giantchristmastree #fireworksdisplay #bibingka #putobumbong — at Araneta Center Cubao



Like · Share · 3 hours ago in Quezon City · 🌐

👍 14 people like this.

💬 View all 6 comments



**Jhay-ar Macarandan**

I LOVE EATING W/ IT !!! #SIMBANGGABI #PUTOBUMBONG



Like · Comment · Share · 6 hours ago · 🌐

👍 4 people like this.



# Holiday Facebook User Behavior

- Consumers are 71% more likely to make a purchase based on social media referrals
- 74% of consumers rely on social networks to guide purchase decisions
- 66.4% of shoppers update their Facebook status to tell friends about best offers and finds
- 58% of Facebook users expect offers, events or promotions when they become fans
- 79% of consumers like a Facebook company page because it offers discounts and incentives
- 42% of users Like a brand on Facebook to get a coupon or discount

*\*Sources: Hubspot, SproutSocial, Crowdtap, Forbes, Syncapse*



## What is on your Facebook Wishlist?

- To establish brand recall and awareness during the holiday
- To remain relevant in holiday conversations
- Take advantage of holiday cheer and drive loyalty
- To increase sales and market share during the holiday



But don't forget #YolandaPH, #Bohol, #Cebu, #Zamboanga and more



- ▶ Subtle holiday marketing
- ▶ Focus on the intangibles
- ▶ Rediscover your brand values

## 4 Christmas ideas for your Facebook Timeline



Holiday-ify your Timeline cover and About page





### Sofitel Philippine Plaza Manila

60,586 likes · 9,287 talking about this

✓ Liked   ✓ Following   \* ▾

📍 Hotel · Restaurant · Spa  
📍 CCP Complex, Roxas Boulevard, 1300 Pasay City, Ph...  
☎ (02) 551 5555  
🟢 Always open

About - Suggest an Edit



Photos



Dining Reservations



Events



Sofitel Philippine Pla...



# Use Christmas themed images

 **Lazada Philippines**  
Yesterday · Edited

It's the season to be jolly and to buy yourself (or your loved ones) a new smartphone!

CLICK! >> [http://lzd.co/SmartPhones\\_PH](http://lzd.co/SmartPhones_PH)



CLICK HERE

SMARTPHONE OF THE SEASON  
10 Best Budget Mobiles To Buy

Like · Comment · Share 14

260 people like this. Top Comments

Use online editing apps to create  
Christmas images!



# Create your Christmas Avatar

The screenshot shows the Facebook page for GetTheLabel.com. At the top, there's a navigation bar with the Facebook logo and login options. The main header features a large red banner with the text "Have you found a LUCKY STAR yet?" and a "GetTheLabel.com is on Facebook" notification. Below the banner, the page name "GetTheLabel.com" is displayed with 38,459 likes and 1,578 people talking about this. The page content includes a post from 2 hours ago with the text: "Here at GTL we love a good story and we want to hear all about your best or worse Christmas surprises. Have you opened up a brilliant surprise on Christmas morning? How about one you'd rather forget? We want to hear them!". The post has 5 comments, with the first one from "Stowe Colley and Sarah Marshall" saying "like this." and another from "Erinna Clapstone" saying "Last year I got the best present under the tree - an engagement ring! It not only made my Christmas but my". To the right, there's a "Recent Posts by Others on GetTheLabel.com" section with several posts, including one from "Clare Crick" saying "I found a golden star!" and another from "Natalie Hullen" saying "My partner got me a pair of jeans and they are so small how...".

# 6 Merry Facebook Marketing Ideas

**SM-appliance CENTER**  
our name is your guarantee

**share the joy of giving**  
nov 3 - jan 15

**SAMSUNG**  
SM-T311B  
Display: 5.0" (12.7cm), AMOLED  
July Special P21, 20k only  
100% Super Clear LCD display  
5 Megapixel Camera  
**NOW P18,990.50**  
Before: P16,990  
P12,990 x 15% off

**SAMSUNG**  
NP550P420PH  
15.5" Screen, Core  
i3/R5/R200 540 Back  
**NOW P29,900**

**PHILIPS**  
SH-BP80  
BLUETOOTH HEADPHONES  
Play sound wherever  
you are with clear  
background music  
**NOW P5,600**  
P5,900 x 5% off

**Canon**  
EOS 50D  
18 Megapixel  
APS-C CMOS Sensor  
30MP i-Contrast™ sensor  
9 AF Points, iAF Zoom Box  
**NOW P21,995**  
Before: P23,995  
P21,995 x 9% off

**LG**  
WD1222RCW  
12.2kg, W85 x 716 x 600mm (Depth)  
capacity, 1200 rpm motor, direct drive  
& water wash, smart diagnosis  
**NOW P55,995**  
Before: P59,995  
P55,995 x 6% off

**SHARP**  
UA-22F800  
47" Smart Backlighting  
Smart Back 2.3 Smart Cabinet  
Smart Convergence, Real Full  
HD 1080i LED TV  
**NOW P296,910**  
Before: P329,900

**save 5%\***

**save 5%\***

**save P9,000\***

**save P32,980\***

**free**  
Warranty  
Extension  
Home Theater

Shop online at [www.smappliance.com](http://www.smappliance.com)  
Pw: 011-840-1000, Pasig City, Rizal, 1909

[/smappliance](https://www.facebook.com/smappliance)

1. Holiday Facebook album for your products

## 2. Holiday battle royal!



**SM Advantage Card**  
6 hours ago

Still looking for that perfect Christmas gift? Here's a great gift idea!  
Get this Gadgets Hub Gift Bundle for the SMAC Price of P8,484.00  
from now until December 31, 2013!

Available at participating branches of The SM Store:  
 • Bacolod • Cebu • Consolacion • Calamba • CDO • Clark • Davao  
 • Delgado • Lipa • Lanang • Iloilo • Naga • Pampanga • Rosales •  
 Santa Rosa • San Pablo • Tarlac • General Santos

**members' exclusive**

**gadgets HUB GIFT BUNDLE**

 +  + 

**SAMSUNG ES95** + **nextbook Next8p12(8inch)** + **Panasonic Earphones**

**SMAC Price: P8,484.00**  
Regular Price: P 9,984.00  
Terms: P2,828.00/mo.

**save P1,500.00**

Like · Comment · Share 2

### 3. Christmas 911's

## 4. Show how you're decking the halls





## 5. Christmas Facebook Rewards





**What is your Christmas message of hope?**

(Post your answers below for a chance to WIN a #TulongPH shirt from our community! 2 winners will be announced on **December 20, 2013**)

**Lopez**  
*Link*  
a monthly publication  
of the Lopez group  
of companies

## 6. Feature User Generated Content



Marjohn Acosta

There's a rainbow after the rain. Dont lose hope use this as the new beginning for all who had suffer and to all who died. God has a better plan for each of us. Let's see what God wants us to see. Repent and accept that our Lord is the one who can help us through this time. Pray hard and have faith.

**Lopez**  
*Link*

A monthly publication  
of the Lopez group  
of companies

## Bonus TIPS for a stress-free Christmas on Facebook

- ▶ Let your community know when you are online or not - everyone needs a holiday including social media managers!



# Schedule your posts ahead

- ▶ Take advantage of Facebook's scheduler



The screenshot shows the Facebook post creation interface. At the top, there are three tabs: "Status" (selected), "Photo / Video", and "Event, Milestone +". Below the tabs is a text input field containing the text: "It's easy to schedule posts now on Facebook...here's one that would go out July 4th, when most of us aren't in the office...". Below the text field is a scheduling section with dropdown menus for the year (2012), month (July), day (4), time (1 PM), and minutes (00). To the left of the scheduling section is a small blue icon with a downward arrow, which is highlighted by a red arrow. To the right of the scheduling section is a "Public" privacy setting dropdown and a blue "Schedule" button.

<http://vanilladigital.ph/blog/first-vanilla-talk/>



**Join us on Facebook**



**& continue our conversation!**

[facebook.com/VanillaPH](https://facebook.com/VanillaPH)

The logo for Vanilla Digital Marketing is centered on a dark grey rectangular background. The word "Vanilla" is written in a large, white, cursive script font. Below it is a thin white horizontal line, and under that, the words "DIGITAL MARKETING" are written in a smaller, white, uppercase, sans-serif font. The background of the slide features abstract green geometric shapes on the right side and a small green triangle on the left side.

Vanilla

DIGITAL MARKETING

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